

AMENDMENTS TO THE CLAIMS:

The listing of claims will replace all prior versions, and listings, of claims in the application.

1. (Canceled)

2. (Canceled)

3. (Currently Amended) A method of printing with a rotary printing press having a plurality of printing cylinders that are adapted to be adjusted on and off from a running web, ~~wherein a length of a printed image is larger than a peripheral length of a largest one of the printing cylinders,~~ the method comprising the steps of:

providing a printed image having a length which is larger than a peripheral length of a largest one of a plurality of printing cylinders of a rotary printing press,

subdividing the printed image into elements such that each element has a length which is not larger than the peripheral length of the largest one of the printing cylinders, the printed image comprising a number of subsequent panels, said panels having at least one element that is different from panel to panel, and wherein these elements are printed with a plurality of printing cylinders, ~~and the printed image has an element that is~~

~~identically repeated for each panel,~~

printing these elements with different printing cylinders, said step of printing including the step of printing at least one of said elements with each printing cylinder, and ~~said step of printing includes the step of printing this element with a separate printing cylinder which remains constantly in an "on" position, and~~

periodically shifting one of said printing cylinders off from the web, each time for at least a duration of one turn of the printing cylinder, said step of periodically shifting includes the step of timing "on" and "off" adjustment movements of the printing cylinders such that each printing cylinder leaves those panels empty for which the elements are printed with another one of the printing cylinders, and

wherein the printed image has an element that is identically repeated for each panel, and said step of printing includes the step of printing this element with a separate printing cylinder which remains constantly in an "on" position.

4. (Canceled)

5. (Currently Amended) A method of printing with a rotary printing press having a plurality of printing cylinders that are adapted to be adjusted on and off from a running web, ~~wherein a length of a printed image is larger than a peripheral length of a~~

~~largest one of the printing cylinders,~~ the method comprising the steps of:

providing a printed image having a length which is larger than a peripheral length of a largest one of a plurality of printing cylinders of a rotary printing press,

subdividing the printed image into elements such that each element has a length which is not larger than the peripheral length of the largest one of the printing cylinders,

printing these elements with different printing cylinders, wherein the step of printing includes the step of printing elements having a length of less than a peripheral length of the printing cylinder, as measured in a feed direction of the web, with a single printing cylinder,

periodically shifting one of said printing cylinders off from the web, each time for at least a duration of one turn of the printing cylinder, and

timing "on" adjustments of ~~this~~ said single printing cylinder such that the element printed thereby is inserted into the printed image in a predetermined position and such that the element printed by the single printing cylinder overlaps at least two of the elements printed with different printing cylinders.

6. (Currently Amended) The method of claim 5:

~~wherein the step of printing includes the step of printing elements having a length of less than a peripheral~~

~~length of the printing cylinder, as measured in a feed direction of the web, with a single printing cylinder, and~~

further comprising the steps of:

timing "on" adjustments of this single printing cylinder such that the element printed thereby is inserted into the printed image in a predetermined position, and

adjusting a plurality of printing cylinders "on" and "off" at timings that are offset in such a manner that an "on" adjustment of one printing cylinder occurs at a same longitudinal register as an "off" adjustment of another printing cylinder, so that the elements printed by these printing cylinders are in registry and form, in combination, an integral pattern.

7. (Currently Amended) A rotary printing press comprising:  
a plurality of printing cylinders of a rotary printing press, the printing cylinders supported individually for sliding movement, the printing cylinders having a peripheral length such that a largest one of the printing cylinders has a peripheral length which is smaller than a printed image to be printed,

a feeding device for feeding a web to be printed,

a shift mechanism for adjusting the printing cylinders individually on and off from said web such that the shift mechanism exerts large displacements during an operation of a cylinder exchange and smaller displacements during periodic

shifting operations, the shift mechanism including:

a servomotor, and

a displacement sensor, and

a control unit adapted to control the shift mechanism for at least one of said plurality of cylinders such that this cylinder is periodically adjusted on and off from the web during the printing operation.

8. (Previously Presented) The printing press of claim 7, wherein said shift mechanism is adapted to shift said at least one printing cylinder, that is adjusted on and off periodically, between an "on" position and an "off" position within a length of time that is substantially smaller than a rotation period of said printing cylinder.

9. (Previously Presented) The printing press of claim 7, wherein a distance between said "on" position and said "off" position of said at least one printing cylinder is less than 1 mm.

10. (Previously Presented) The printing press of claim 8, wherein a distance between said "on" position and said "off" position of said at least one printing cylinder is less than 1 mm.

11. (Previously Presented) The printing press of claim 7, wherein said at least one printing cylinder that is periodically adjustable, has axle and a drive motor arranged on said axle.

12. (Previously Presented) The printing press of claim 10, wherein said at least one printing cylinder that is periodically adjustable, has axle and a drive motor arranged on said axle.